ANALISIS PENGARUH *RETURN ON ASSETS, TOTAL ASSETS TURNOVER, DAN DIVIDEN YIELD* TERHADAP HARGA SAHAM PADA PERUSAHAAN LQ45 DIBURSA EFEK INDONESIA TAHUN 2021-2024

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *Return on Assets* (ROA), *Total Asset Turnover* (TATO), dan *Dividend Yield* terhadap harga saham pada perusahaan yang tergabung dalam indeks LQ45 di Bursa Efek Indonesia periode 202132024. Penelitian ini menggunakan pendekatan kuantitatif dengan metode asosiatif kausal. Sampel penelitian ditentukan menggunakan teknik purposive sampling dan menghasilkan 25 perusahaan dengan total 100 data observasi. Data yang digunakan merupakan data sekunder yang diperoleh dari laporan keuangan, annual report, dan data harga saham perusahaan. Analisis data dilakukan menggunakan regresi linier berganda dengan bantuan SPSS.Hasil penelitian menunjukkan bahwa *Return on Assets* (ROA), *Total Asset Turnover* (TATO), dan *Dividend Yield* secara parsial berpengaruh positif dan signifikan terhadap harga saham. Selain itu, ketiga variabel tersebut juga berpengaruh signifikan secara simultan terhadap harga saham perusahaan LQ45. Temuan ini menunjukkan bahwa profitabilitas, efisiensi penggunaan aset, dan tingkat pengembalian dividen merupakan faktor fundamental yang memengaruhi harga saham dan menjadi pertimbangan penting bagi investor dalam pengambilan keputusan investasi.

Kata kunci : *Return on Assets, Total Asset Turnover, Dividend Yield*, Harga Saham, LQ45.

ANALYSIS OF THE EFFECT OF RETURN ON ASSETS, TOTAL ASSET TURNOVER, AND DIVIDEND YIELD ON THE SHARE PRICE OF LQ45 COMPANIES IN THE INDONESIAN SECURITIES EXCHANGE IN 2021-2024

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ABSTRACT

This study aims to examine the effect of Return on Assets (ROA), Total Asset Turnover (TATO), and Dividend Yield on stock prices of companies included in the LQ45 Index on the Indonesia Stock Exchange (IDX) during the 2021–2024 period. Stock price is an important indicator that reflects a company's value and is often used by investors in making investment decisions. Therefore, it is necessary to analyze fundamental factors that may influence stock price movements. This study employed a quantitative approach with a causal associative research design. The population consisted of companies listed in the LQ45 Index during the observation period. Using purposive sampling, 25 companies were selected, resulting in 100 observations. Secondary data were obtained from annual reports, audited financial statements, and stock price data published by the Indonesia Stock Exchange and the official websites of the companies. Data were analyzed using multiple linear regression with the assistance of SPSS software. The results indicate that Return on Assets (ROA), Total Asset Turnover (TATO), and Dividend Yield have a positive and significant effect on stock prices. Furthermore, these variables simultaneously have a significant effect on stock prices of LQ45 companies. The findings suggest that profitability, asset utilization efficiency, and dividend returns are important factors considered by investors in assessing company performance and making investment decisions.

Keywords: *Return on Assets, Total Asset Turnover, Dividend Yield, Stock Price, LQ45 Index*